



**160 RARE OLD  
INDIAN PRINT ADS**

**BY @RETROMALAYALAM**





"I LOVE WOMEN!"—VINOD KHANNA

SEPTEMBER 1992

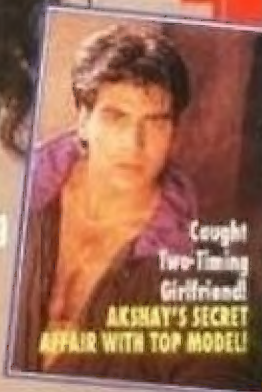
RS. 15-00

A MAGAZINE  
PUBLISHED

# STAR DUST

**HOT!**

Mumta Kulkarni: The Sizzling  
Siren Who's Stormed The  
Industry!



Caught  
Two-Timing  
Girlfriend!

**AKSHAY'S SECRET  
AFFAIR WITH TOP MODEL!**

"Karisma Can  
Keep A Jay  
For Herself!"  
**MANISHA  
EXPLODES!**



PREM CHOPRA  
STARRING IN  
'WOH KAUN THIP'  
USES

**Vaseline**  
**HAIR CREAM**  
for that cool  
look all day!



stay cool...look smart...be modern

**Vaseline** HAIR CREAM

THE ADDRESSING OF THE FILMSTAR

# Sneak into the world of colour

Have fun running, jumping or just playing around in the new Bata coloured canvas range which comes in a kaleidoscope of riotous colours to match the green of the grass, the blue of the sky and the red that you need to paint the town. Grab them at your nearest Bata store.



**Bata** coloured canvas range

# A FAIR BET...

It is a fair bet that members of the fair sex fare better in certain types of jobs—plying a needle, embroidering a motif or, as they do in BEL, assembling electronic components—under the microscope. There is scope in BEL for the girls to bring into play their natural gifts—keen concentration, infinite patience and nimbleness of fingers. One in every five at BEL is a woman—profitably employed in the planned progress of the Nation.

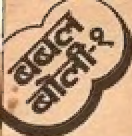


**BHARAT ELECTRONICS LTD.**

*Regd. Office: Jalahalli-Bangalore-13*







# आओ बबल गम लाएं, मौज उड़ाएं.

बबली हो के बात हो देखे  
देखो: बबल गम कुलामो,  
फिर अपनी मुठी उठाके  
देखे ललामो.



देख देख में  
बबल बनाते रहो,  
देखों के साथ  
मौज उड़ाते रहो.

## क्या तुम बिग फन से बड़ा बबल बनाना जानते हो ?



मनो पहले किन पल  
बबल गम टूट में आली, ये  
बब गम आसानी से  
न हो पाये, बनते गये.



जोय के हरे आली आली के  
जोय के देखे ललामो और  
जोय के साथ में आली ललामो.



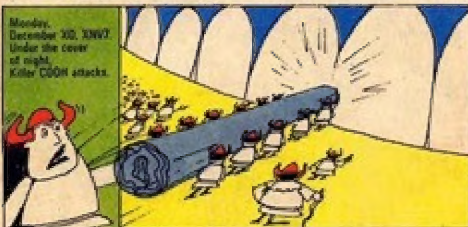
बब जोय के बली लाली  
बबल में जोय के देखो...  
और देखो बब बबल है  
फिरता रहा बबल.

**बिग  
फन**  
बबल गम



**बड़े बड़े बबल...  
बड़े आसान !**

# DOWN WITH THE REBELS!



\* Formula for Cavity and gum, which attacks tooth enamel and causes painful cavities.

Brush in extra toughness. Arrest tooth decay with Binaca Fluoride.

The most luxurious way  
to end your bath



ultraX

UltraX Luxury Towels - in a variety of vibrant colours. Made with superior  
Egyptian cotton, UltraX gives you a towel that's comparable to the  
best in the world.

UltraX is super-absorbent and with an ultra-soft feel. In 100% pure cotton,  
UltraX is available as single towels or sets. UltraX is a special luxury large size

LUXURY TOWEL

BOMBAY DYEING



जीवन के रंग अजीब...



शुक्र है बोरोलीन करीब

सुराबुद्धार ऐन्टिसेप्टिक क्रीम



सुखी त्वचा और साधारण कटने-छिलने पर अनोखा असर  
साठ साल पहले अब्बल आज भी अब्बल



जी.पी. कार्पास्यूटिकल्स  
कोलकाता 700011

बोरोलीन प्रसादन कागजी पट्टी

# BOROLINE

SO SMOOTH, SO SATISFYING, SO SUBTLY FLATTERING.

Manufactured by:

G. D. PHARMACEUTICALS PRIVATE LTD., BOROLINE HOUSE, CALCUTTA-3

## BOROLINE

the medicated cream  
with an Adros Lano  
base will keep your skin  
healthy, blemish free and  
beautiful. Make a daily  
habit of Boroline and  
know the confidence  
of a protected  
complexion







*Cathery* Bournvita for strength and vigour

**BOURNVITA**

There's nothing more  
 wholesome and delicious than the  
 perfect hot Bournvita drink. It  
 strengthens for strength and vigour.  
 Bournvita's formula is the most  
 all important vitamin-rich  
 drink to make it possible to  
 achieve the way to clear the day right  
 with the Bournvita.





*A beautiful way to be practical!*  
**Brite** Plasticware

Brite Plasticware is so handy for all types of household jobs (adapts easily to individual requirements)...so easy to clean and keep clean...so convenient to store. And so elegant with its attractive shapes, lovely colours.

In fact — a beautiful way to be practical! Designed with the right know-how, moulded with the right materials, Brite Plasticware brings a range of top-quality products to your home. Available at all leading stores.





**32**

Delightful

**COLOURS**

For Exquisite Decor

**WALMASTA**

PLASTIC EMULSION PAINT

CREATES A

**NEW**

ATMOSPHERE



**BRITISH PAINTS**

HEAD OFFICE: 32, CHOWRINGHEE ROAD, CALCUTTA

SALES OFFICES AT BOMBAY • DELHI • LUCKNOW • GAUMATI • HYDERABAD  
VISAKHAPATNAM • INDORE • SILIGURI • MADRAS • COCHIN

# The day BSA SLR helped Kapil Dev fly high

The Indian Cricket XI is flying off to play a Test match but Kapil's team is stalled on the way to the airport.



Luckily for Kapil, Pooja cycles his way.



On a BSA SLR.



Kapil races to the airport on the light, speedy BSA SLR.



As the third and final ball is announced, Kapil scrambles to a halt and rushes in - just in time to catch the flight.



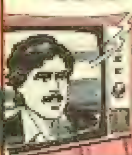
In the Test, it's a match-winning performance.



...and the 'Man-of-the-match' award.



But for whose help I would have missed the match. Thanks, friend.



## BSA SLR - The Sporty Bike



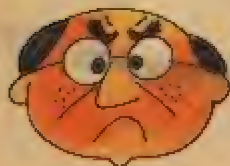
# HERE'S HOW MY DADDY LOOKS...



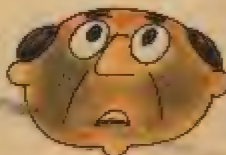
WHEN  
HE'S  
SEEING  
MY  
REPORT  
CARD...



WHEN  
HE'S  
HAPPY...



WHEN  
I BREAK A  
WINDOW  
PANE...



WHEN I  
FRIGHTEN  
HIM WITH  
A MASK  
OVER  
MY FACE...

SUCH FUN! TRY PAINTING YOUR DADDY—AND ANYTHING ELSE YOU LIKE—WITH CAMEL WATER COLOURS.

## camel

WATER  
COLOURS  
& POSTER  
COLOURS



CAMEL PVT. LTD.  
ART MATERIAL DIV  
3, B, Nagar  
Bombay 400 059



Join Camel water colour painting, Crayon colour  
painting and penmanship correspondence courses.

Circle the colour you like.

# Mina Hated Geometry

Nothing was tiring and boring like  
Geometry for Mina

It never interested her.  
Those acute and obtuse angles those  
parallelograms and the hexagons.  
She was miserable.

And then it happened.  
Her brother Raju, bought her a  
beautiful yellow and  
orange instrument box. Crystal clear set  
square and protractor, silvershine  
streamlined compass.

Mina just fell in love with the box and  
the instruments. That night she dreamt  
of herself climbing the peak of a  
triangle, rolling inside a circle,  
balancing on a scale. What fun!

Now she couldn't help liking Geometry  
— the hexagons and the parallelograms.

## Now Mina Loves Geometry



# camel

INSTRUMENT BOX



CAMEL PVT. LTD.  
ART MATERIAL DIVISION  
BOMBAY 400008

from makers of  
Camel unbreakable pencils





**We're all in it together  
For the taste of it**

Campa, the fun drink with the sensational orange flavour. Try it for the fun of it. Drink it for the taste of it. Have it for the sheer joy of living: like all these wonderful, thirsty people.

Right now.



**Orange Flavour  
For the fun of it**





# CANARA BANK

Wholly owned by the Government of India

*Where no deposit is too small*

Today she is a little girl with piggybacks sticking straight out of her head. Today she plays at cooking and feeding a family of dolls. Tomorrow when she has to make ends meet on a tight household budget how will she fare?

Teach her today the easy way to save even as you save for her future. A Canara Bank Balakshema account can help you turn a hamum sastrum

little girl into an efficient thrifty housewife. Coins — just loose change that remains from your purchases every day — can be put aside in an attractive savings box and later deposited at Canara Bank. Like a ripple growing out of themselves your Balakshema account grows and grows. You will be amazed at the tidy sum it will add up to. And that is a Canara Bank promise.

## The tender years



# देगा मजा यम यम यम, देखो चबाके चूड़ंग गम!



देखो यह  
मजेदार चूड़ंग गम  
चिचोलेट्स  
देगा मजा

10 पैसे में

10 पैसे में 12

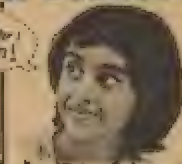
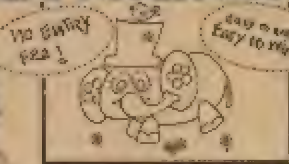
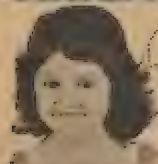




To celebrate the International Year of the Child '79

**chic-modithread**  
present their first ever

# Children's Needlework Contest



## How to enter :

This elephant design shown above is printed in the actual size in the Contest Entry Form. You may work this design or any other design of your choice of a minimum size of 25 cm x 12 cm, in embroidery, knitting, crocheting, tatting, applique work or hand-stitch. All needlework should be done with Modithread only. Entries will be judged on neatness, beauty of design, colour combinations and stitches used. Each entry must be accompanied by the correctly filled Contest Entry Coupon and the label of the Modithread used. Contest Entry

Coupons And Labels And Regulations are available at all Modithread Dealers, Modithread Craftshops, Modithread Depots and Distributors, and at Chic magazine issues of April, May, June and July 1979.

## Many chances to win!

The country and the Contest have been divided into 20 territories with 245 prizes in each territory. The best prize winning entries of each territory will be judged for the Grand National Prizes. Send in your entry to the Modithread Depot in your territory, the address of which is given in the Rules and Regulations.

In every territory, prizes will be awarded separately for two age groups:

### Age group 6 to 11 years:

**Grand National Prize** Chic Modithread Scholarship worth Rs. 1000/- and "Needlework Princess" worth Rs. 1000/- plus a **Children's** hamper of dresses, toys and nursery furniture worth Rs. 1000/-.

**Ten 1st Prizes** **Children's** hampers of dresses, toys and nursery furniture, each worth Rs. 200/-.

**Ten 2nd Prizes** Sets of dresses from CHIC Creations, each set worth Rs. 200/-.

**Ten 3rd Prizes** Each worth Rs. 100/-.  
Gift hampers of **"Johnson's Baby Powder"**, **"Johnson's Baby Oil"** and **"Johnson's Baby Cream"**. Trade Mark.

**100 Merit Prizes** Sets of Children's books from U.S.S.R. Book Centre and Lala Vangamra Ganga (Pvt.) Ltd., Bombay, each set worth Rs. 20/-.

**100 Consolation Prizes** S.N.P. Run-A-Clock Puzzle Kit worth Rs. 175/- each.

First 500 entries in each of the ten territories will receive a Duplicator, Plastic Book Jacket.

Read Chic Thread—the special children's section in Chic magazine. For contest details write to:  
Chic Publications, Market Complex,  
30, Hindalal Dadas Road, Bombay 400036.

### Age group 12 to 16 years:

**Grand National Prize** Chic Modithread Scholarship worth Rs. 1000/- and "Needlework Princess" worth Rs. 1000/- plus a gift cheque from **Children's** worth Rs. 1000/-.

**Ten 1st Prizes** Gift cheques from **Children's** each worth Rs. 200/-.

**Ten 2nd Prizes** Sets of dresses from CHIC Creations, each set worth Rs. 200/-.

**Ten 3rd Prizes** Each worth Rs. 100/-.  
Gift hampers of **"Johnson's Baby Powder"**, **"Johnson's Baby Oil"** and **"Johnson's Baby Cream"**. Trade Mark.

**100 Merit Prizes** Sets of books from U.S.S.R. Book Centre and Lala Vangamra Ganga (Pvt.) Ltd., Bombay, each set worth Rs. 20/-.

**100 Consolation Prizes** Chic Needlework Mats, each worth Rs. 275/- each.

**First 500 entries in each of the ten territories will receive a Duplicator, Plastic Book Jacket.**  
**Entry! Contest ends 31st July 1979.**  
Send in your entry to the Modithread Depot in your territory. Look for the address in the Rules and Regulations.





Dear  
Auntie,  
Last week  
! This  
! LOVE  
Buntie.

P.S. Azhok snapped us  
with CLICK III.



# Click!!!

### The aim-and-shoot camera



**AGRI-GEMART INDIA LIMITED**  
 Merchant Chambers, 57 New Marine Lines, Bombay-400002  
 Branches: Bombay • New Delhi • Coimbatore • Madras  
 Phosphated Fertilizers of Agri-Gemart, A.I. Heavy, Lowphos  
 Manufacturers of Phosphoric Acid, Fertilizers

and the New India Assurance Limited, Chennai.



**"I've discovered Parry's Eclairs—  
they're the most 'chocolatey'".**



[www.OldIndianAds.com](http://www.OldIndianAds.com)

Unwrap a discovery  
today: Parry's Eclairs.

Discover the rich  
covering which just  
lingers in your mouth.  
Discover the generous  
cocoa-enriched soft  
centre for a taste that's  
more "chocolatey".

Discover the  
liberal lashings of milk  
and sugar...



**The eclair:  
Parrys  
make it better**



**Parrys  
Confectionery Limited**  
Madras

# MY KIND OF MAN

HAS A PERSONALITY  
THAT SHOWS IN HIS  
MASCULINE PRESENCE,  
A PRESENCE THAT FINDS  
EXPRESSION WITH CREST.



**CREST**

**AFTER SHAVE  
LOTION**

clean sharp tingle, cool  
bracing freshness, rugged  
masculine fragrance



**CREST**

**HAIR TONIC**  
with Lanolin

nourishes hair and scalp,  
checks dandruff,  
keeps hair well-groomed.



**CREST**

**COLOGNE  
FOR MEN**

keeps you fresh all  
day, prevents odour.



Quality Products of **DAIRY**

# CREST

**The Man's Choice**

For expert advice on good grooming, write to:  
Crest Advisory Service, P.O. Box No. 493, NEW DELHI





Show the world  
what you really are



How often have you stared at yourself in a mirror—admired your beautiful features and figure—and wished you could let people see you the way you really are? Now's your chance. We are looking for models for our color photographs. The photographs will be shot by internationally renowned photographers like Adrian Slocum, Stephen Melberose and Owen Wren Lee. Selected models will be paid handsomely. Many of our models have immediately exciting careers in films and go on to find fame from our pages. Why not you? Send us one color photograph (full length in a bikini and a close-up of the face) to The Editor, Delacorte Publications Inc., Ltd., 41A, 100 W. 42nd Street, New York, New York 10018, enclosing your vital statistics: height, weight and age.

Be a delinquent girl.  
Let people see the real you.

# Deluxe NIRODH

Now  
available in **PINK**



The Right Condom for  
Spacing your family

PARLE  
**Gluco**









PURE NEW WOOL  
INTERNATIONAL SYMBOL OF QUALITY

95W0087-D-1505W-9

**Knitting wool now wears the Woolmark**  
★ the international symbol of pure new wool ★ awarded only to products made from pure new wool which have passed rigid tests for quality and purity ★ Like *Dhruva*, the first Indian knitting wool with the woolmark

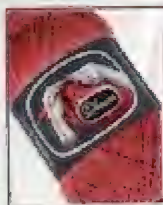


*Dhruva* knits like a dream... keeps its softness... is shrink-resistant, will not fade... gives you the pick of the loveliest shades...

*Use the symbol: Knitting starts with Dhruva and Woolmark*

**in 3-star \*\*\* 4-star \*\*\*\* Double-Knit...  
Rs. 19.20 per pack of 200 grams**

**DHURVA WOOLLEN MILLS PRIVATE LIMITED, BOMBAY 13.**  
Trade enquiries to be directed to: J. & P. COATS (INDIA) PRIVATE LTD.  
Barnes, 81 Patten Road, Delhi Garden, Baiton Road Madras, 19 Yashwantrao Chavan, 40B Princep Street, Kolkata, Kerala State (Coimbatore) (Assam)  
A. T. Road, Tinsukery



Issued by the  
**INTERNATIONAL  
WOOL SECRETARIAT**

# Dipti

*more than a household name*

The Trade Name Dipti is a well mark of quality. Dipti Lamps can easily be claimed as one of the most popular household articles throughout India. From Jangle Kerosene Lamps have gained great popularity as indispensable household utility, simple in operation, steady in construction and remarkable in performance, these Kerosene Wick Candles help you save time and fuel.

Dipti Lamps were a proud addition to the existing range of Dipti products.

**THE ORIENTAL METAL INDUSTRIES  
PRIVATE LIMITED**

67, 77, Bagan Bazar, Ganguly Street, Calcutta-12



**KHAS JANATA**



**DIPTI  
LANTERNS**



**ENAMELWARE**



**Dipy dee Dipy doo**  
**come to**  
**Dipyland**



***Yippee it's Dipy's!***

# Duckback® Kid-proof School bag



School going kids! Things just don't seem to last on them!! That's why kids need Duckback school bags. Because Duckback school bags are kid proof school bags, with tearfree lining and rugged design for extra endurance. Also available in waterproof material.

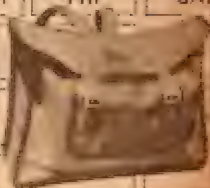
Duckback school bags—because they out last ordinary school bags.



**BENGAL WATERPROOF LIMITED**  
280A, A.J.C. Bose Road, Calcutta-700 020

# Duckback

स्कूल बैग



बैंगल वाटरप्रूफ लि०

बैंगलूरु - ५६०००१

Duckback® वाणी बजाविल्ली



DADDY



MUMMY



AND...



"I SKETCH THEM  
ALL WITH MY"

# EKCO

## SKETCH PEN

Colours. Children love them.  
They like drawing. Bring  
out the latent talent in your  
child. Present him/her an  
attractive pouch of  
EKCO SKETCH PENS. They  
come in attractive colours.

Distributor **KIRON & CO.**  
73/75 Chancery Street, Bombay 400 002  
Tel: 204403

Writing is a pleasure with EKCO SKETCH PENS





**MY HEART IS LIKE A CABBAGE**



**DIVIDED INTO TWO**



**THE HEART I GIVE TO YOU**

Photograph by Gernot H. W.



**STAR-STRUCK  
RHYMES  
JAYA BHADURI**

**THE LEAVES I GIVE  
TO THE OTHERS**

# Ambassador

*Mark II*

## THE BIG SIZE FAMILY CAR

With an accent on space, Hindustan Ambassador is the big size family car. Provides maximum comfort with deep-cushioned broad seats, relax-angle back rests, comfortable leg-stretch. Enough room for six adults—plus an extra large luggage boot. What's more, 14 H.P. OHV engine gives all the power and speed you need. Extra mileage with low petrol consumption. Economical running and maintenance. Hindustan Ambassador Mark II is built strong and sturdy. Takes a lot of rough ride. Its better road-holding makes fast driving safe. Full view windows and large wide doors. All this with the added beauty of elegant design both inside and outside. Ambassador Mark II is a good buy for its price.



HINDUSTAN MOTORS LIMITED, CALCUTTA



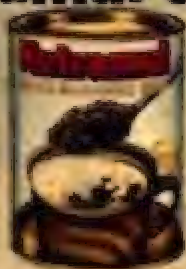
**"Raju hated milk ... till I added Nutramul."**



**"Now he's  
a Nutramul *dada*."**

It's such a problem  
getting children to  
drink their milk.

That's why  
thousands of  
mothers bless  
delicious Nutramul.  
Nutramul delivers  
taste and strength.  
Nutramul is rich in  
cocoa, milk, and



malt—tastes  
superb. And  
contains  
proteins, vitamins  
and minerals  
for nourishing for  
growing bodies.  
Flavourful  
Nutramul—every  
cup builds you up

**AMUL'S  
Nutramul**



Detailed by  
National Co-operative  
Milk Marketing  
Federation Limited  
New Delhi

**Every cup builds you up!**



**WILLS**  
NAVY CUT

*Made for each other*



STATUTORY WARNING: CIGARETTE SMOKING IS INJURIOUS TO HEALTH



"TO SAVE  
WATER WE  
OFTEN TAKE  
A SHOWER  
TOGETHER.  
AND WE  
ALWAYS USE  
A BOMBAY  
DYEING TOWEL"

Beautiful designs.  
Lovely textures.  
Soft and super absorbent  
even when new.

TOWELS BY  
BOMBAY DYEING



**We're all in it together  
For the taste of it**

Campa, the fun drink with the sensational orange flavour. Try it for the fun of it. Drink it for the taste of it. Have it for the sheer joy of living: like all these wonderful, thirsty people.

Right now.



**Orange Flavour  
For the fun of it**





She's tied to the kitchen—  
cooking the ordinary way.



She's able to cook in minutes  
the PRESTIGE way—has more time,  
more money for other useful work.

# Prestige

## creates the extra leisure you need

PRESTIGE cooking is pressurized steam cooking. PRESTIGE locks in all the clean steam to cook swiftly and uniformly. Reduces time and fuel spent previously to about one-third. Yet it is so safe and simple that even a girl of twelve can cook with it. Over 40,000 home-price housewives are enjoying the benefits of a PRESTIGE. Get one for your home.

*PRESTIGE—the pressure cooker that lasts a lifetime*

Choose your  
PRESTIGE  
from three models:





**BAGPIPER**

100% Pure

All the makings of a great occasion

*Signature*

Signature

---

Have you Lost your Vigour ?

---

IF SO

ALWAYS ASK FOR



(Himeton Laboratory's)

PRODUCTS

**HIMETON PILLS**

will give you Vim, Vigour & Vitality.

---

# SEXUAL Himeton Pills.



Marvellous for  
Sexual Rejuvenation  
Premature old age,  
Impotency, Neuras-  
thenia, Vigour,  
Strength &  
Vitality.

DOSE:—ONE TO TWO PILLS TWICE A DAY  
WITH MILK.

CAUTION:—THESE PILLS SHOULD  
NOT BE TAKEN BY WOMEN  
& CHILDREN.

— **SOLE AGENTS.** —  
FOR INDIA BURMA & CEYLON.

**HARRISON & COY.**

POST BOX NO 2151.

**BOMBAY.**



**BRUSSELS** *AIR-INDIA*



**Our airfares are the same  
as other airlines.  
Our flights aren't.**



© 2004 Blackwell Publishing Ltd  
Journal of Internal Medicine 255: 105–112

The last thing you'll want to remember is that if you're not sure about something, it's better to ask than to be wrong.

As a result, the  
company's  
management  
has been  
forced to  
re-evaluate  
its strategy.

© 2000 Blackwell Science Ltd  
Journal of Internal Medicine 247: 395–402

With a little more time, you could have been a great professional. But you didn't. You were a student. You were a worker. You were a person. You were a human. You were a *person*.



**1997-1998**

**Therapeutic options:** The choice of treatment modality depends on the patient's life expectancy, the duration of the disease, the extent of metastatic disease, and the patient's performance and comorbidities. For patients with a life expectancy of less than 6 months, the goal of treatment is to achieve a partial or complete response, which may be achieved with a combination of systemic and local therapies. For patients with a life expectancy of more than 6 months, the goal of treatment is to achieve a partial or complete response, which may be achieved with a combination of systemic and local therapies.

Ward is a rising star in the  
New York City Police Department.  
He is a member of the New York  
Police Association and is a member  
of the New York City Police  
Association's Police Officers' Association.

There is a large open area to the north of the building.

# THE TASTE OF YOUR TONGUE IS PACKED IN THIS BOTTLE

## DILIP KUMAR TABLE TASTIES

### ROYAL CHUTNEY (SWEET)

The delight of Mughal Emperors  
now within reach of all



### MANGO PICKLE (HOT)

The pride of Maharashtra, superb  
in taste and flavour



### LIME PICKLE (HOT)

A universal appetiser and digestive  
of rare quality



### CHILLI PICKLE (HOT)

Gives an extra edge to the tongue  
with a succinic-to-be-longer-taste flavour



### SPECIAL INTRODUCTORY OFFER

**Rs. 20/-**

ONE BOTTLE EACH OF THE  
ABOVE WITH A LARGER  
BOTTLE OF DILIP KUMAR  
AMROH SYRUP TO ANY  
PART OF INDIA INCLUDING  
PACKING, SHOOTING AND  
FREIGHT

THIS IS NOT A CHEAP PRODUCT  
MANUFACTURED FOR COM-  
MERCIAL PROFITS. THIS IS A  
GUARANTEED QUALITY PRO-  
DUCT PREPARED UNDER MOD-  
ERN SCIENTIFIC AND HYGIENE  
CONDITIONS.

**REMIT MONEY IN ADVANCE**



**MOTHER INDIA PRODUCTS**

55 Sir Pherozeshah Mehta Road, Fort,

BOMBAY 1.

If you think this is stretching things a bit too far...



**You should see the product!**

VIP Frenchie. The compact and precise designer brief with a real money stretch! The world is switching to it in a big way, and so are our major clients! A real international choice from VIP for our men of style and action.

**VIP  
Frenchie**

Designer briefs for the men of the world

# "Hey, See! I'm Tingling!"



Let me tell you about a fantastic new way of enjoying yourself.

It's called Tingling.

Tingling is like laughter, only it isn't laughing.

Tingling brings a kind of attractive gleam to your eyes and highlights the shimmering of your eyelashes.

Tingling is irresistible. And you can do it anywhere.

You can Tingle at home. You can Tingle at a party. You can even Tingle with someone you love!

First of all, you need to know a little about your body and its sensitive spots.

There is one part of your body which is the most sensitive of all.

And that is your tongue.

(Tucking yourself behind the knees with a goose feather is a very, very far second.)

It is therefore important for you to concentrate on your tongue when you want to Tingle.

"Now, do this carefully."

Very, very slowly open up a chilled, frozen bottle of Double Seven Lemon-Lemon.

It should open with a pop, but ever so soft a pop. (If you open it fast, you're wasting some Tingle.)

Now, pour the bubbly drink carefully into a chilled glass. Gently does it.

Take a huge sip and don't swallow. With the Double Seven Lemon-Lemon in your mouth, move your tongue around.

You'll discover the Tingle at that moment.

Thousands of tiny bubbles will explode against your palate.

"Wow! Just telling you about it makes me Tingle!"

Follow the procedure, wonderful after moments. Take your time. Don't hurry.

You now know the secret of Tingling. But a word of advice here. Don't forget to concentrate on what your tongue feels.

Otherwise you won't taste the crisp, clean flavor of Double Seven Lemon-Lemon.

"Don't give up!"

After some practice you will learn how to make the Tingle spread to other parts of your body.

Right now I can make the Tingle reach the base of my spine.

Now I'm practicing to make the Tingle reach the back of my knees.

They I can do without that silly goose feather.



## Double Seven

LIME-LEMON\*

## The taste that Tingles!

\* artificially flavored





**BRITANNIA**  
**Glucose-D**  
**The Real One**  
**For taste and nutrition**



THE ESAVI INDIA MATCH  
FACTORY CALCUTTA

# आलोक बालविज्ञान



आलोक प्रकाशन, ज्ञानवापी, वाराणसी

It makes better sense to buy Surf

"Why does it make better sense to buy Surf than any other detergent?"

"The fact is, Surf is the only detergent that's been tested and proven to be the best."

"Surf is the only detergent that's been tested and proven to be the best. It's the only detergent that's been tested and proven to be the best. It's the only detergent that's been tested and proven to be the best."

"Surf is the only detergent that's been tested and proven to be the best."

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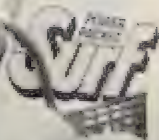
"Surf is the only detergent that's been tested and proven to be the best."

"Surf is the only detergent that's been tested and proven to be the best."

"Surf is the only detergent that's been tested and proven to be the best."

"Surf is the only detergent that's been tested and proven to be the best."

"Surf is the only detergent that's been tested and proven to be the best."









# An essential equipment for public health

- The needs of public health in India are many. Among them x-ray equipment is one of the most urgent needs. Shortage of foreign exchange to import x-ray equipment was always a great impediment in meeting the requirements of hospitals and other medical establishments. But, now, Escorts International Medical Therapeutic Ltd. industrial x-ray equipment is manufactured under license of Westinghouse, U.S.A.
- Escorts x-ray equipment is manufactured, incorporating latest advances in Radiology, in a most modern plant. Every unit is carefully checked at each stage of manufacture and meets the exact functional requirements of the medical profession.
- After-sales service and free training provided.



**ESCORTS LIMITED** ELECTRO-MEDICAL DIVISION  
25-A, NATHURA ROAD, FARIEDAD (PUNJAB)

Making me is just child's play  
You only think and stick away

It's a neat trick  
And it's quick  
All you do is think and stick  
Stick what?  
Anything at all  
Just have a ball  
Make a purse, a basket  
...even a doll  
And it's not money at all  
How can that be?  
With Fevicol  
With Fevicol MH you  
could go on and on  
and whatever you make,  
will last and last  
Because Fevicol MH really  
sticks to it all

For FREE step-by-step instructions on how  
to make Golly Wollyz post this coupon to  
"Fevicol Fairy", Post Box 111884  
Bombay 400 026.

Name \_\_\_\_\_  
Age \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

(1)

  
**FEVICOL<sup>TM</sup>**  
Synthetic Adhesive



When you do your best, you stick with the best.

in **FEV** and **FEVICO**, brand are Registered Trade Marks



LAND



SEA



AIR



**FIAT**



**Everywhere here and headed yonder...**

Brief sketch of a year at Fiat—One million motor vehicles . . . Sales \$1.5 billions . . . \$408 millions non-automotive. Besides factory production, Fiat engineers were: Reclaiming land in Egypt, building roads and other public works in Ethiopia, Nigeria, Argentina, Chile, Morocco, and completing the Akosombo Dam in Ghana,

after finishing dams in Rhodesia, Iran, the Sudan, Ethiopia, and Nigeria, and the Saint Bernard Tunnel through the Alps. Upcoming are V/STOL planes, the Fiat G222 transport, and design and construction for Europe's new scientific satellite. It all grows out of the world-wide prestige of Fiat automobiles.

THE PREMIER AUTOMOBILES LTD.  
Construction House - Ballard Estate - Bombay

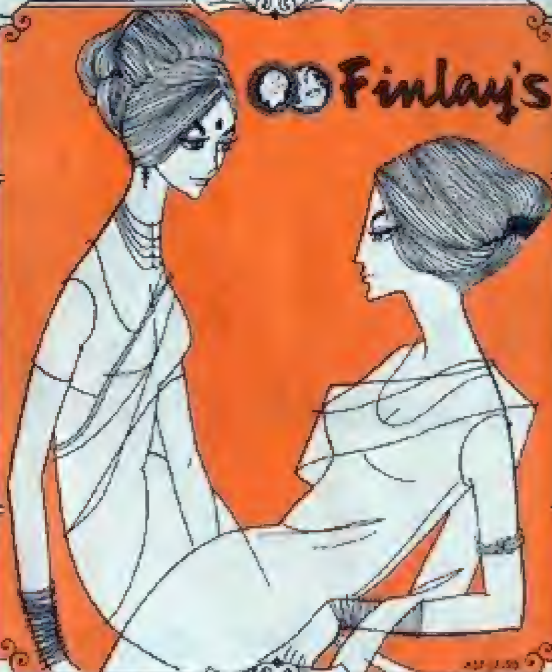


# HE SOFT, CLEAR VOICE OF EXCELLENCE

Muted as a whisper, designed to glowing perfection, a Finlay fabric like its wearer is clearly and unmistakably itself.



## Finlay's



222-1-50

**FOR  
COCKROACHES,  
BED BUGS, ANTS...  
A SURE KILLER:**

**NEW**

**FLIT**

**READY-TO-USE  
POWDER**

**IN THE PUFFER PACK**  
*for easy, effective dusting*

Specially formulated for cockroaches, bed bugs and all other crawling insects, FLIT POWDER is a sure killer! It kills when dusted directly on insects and, long after dusting, it remains deadly to insects that come in contact with it. FLIT POWDER is a ready-to-use insecticide...the only one in a puffer pack for easy, effective dusting.

**Remember:**  
**FLIT POWDER**  
kills all crawling insects



**FLIT POWDER is so handy...**



**In The Home.**  
For cockroaches, dusting  
corners of cupboards  
and drawers, and near drain  
openings. For bed bugs,  
treat all bedding areas  
while dirty & wash.



**In Libraries, On Book  
Shelves.** For a healthy dust  
on books, shelves and  
behind book cases.



**In The Garden.** It's  
hardy to plants but deadly  
to garden pests: dros-  
ophila and other insects cause  
plant destruction.



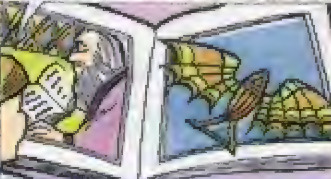
ANOTHER **Esso** PRODUCT

**Esso Standard Eastern, Inc.**  
Incorporated in the U. S. A. with limited liability

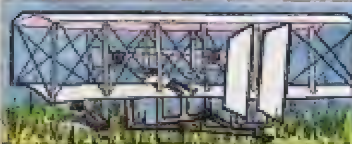
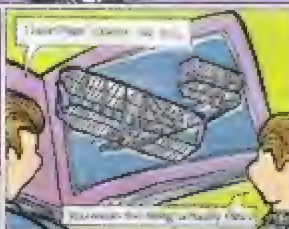
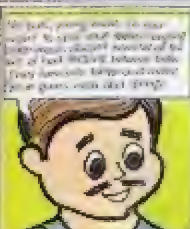
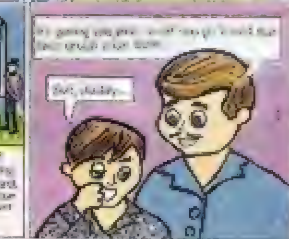
When his imagination grows wings



...and the fact that the ... ..  
... ..  
... ..



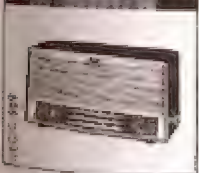
Journal 1894, the Capital Building, the new bridge, the  
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the new bridge, the new bridge, the new bridge, the new bridge,

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# 3

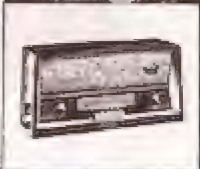
**SUPERB RADIOS  
IN THE *S&C* RANGE  
AT YOUR RADIO SHOP NOW!**



**BC 4155 (AC, DC)**  
5 valves, 5 bands, bakelite  
or wooden cabinet

**Price: Rs. 278\***

\*All prices are inclusive of excise  
duty. **GOLD LAMP PATENT**



**BC 5356 (AC)**  
6 valves, 3 bands, highly  
polished wooden cabinet

**Price: Rs. 415\***



**BC 5851 (AC)**  
6 valves, 5 bands, 3 loud-  
speakers, Hi-Fi performance,  
beautiful veneered wooden  
cabinet

**Price: Rs. 685\***



**YOUR GUARANTEE**

**THE GENERAL ELECTRIC CO.  
OF INDIA PRIVATE LIMITED.**

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# Presenting

**Rs. 1.50  
only. In an  
attractive  
colour**



perfectly  
designed clip

sleek streamlined  
looks in superior  
quality material

special ribbing  
for perfect grip

famous Geeflo refill  
for hours and hours  
of uninterrupted,  
smudge-free writing

*Geeflo-77*

The low price pen with high price looks  
Ideal for students • offices • conferences

Manufactured by LION PENCILS PVT. LTD., 47, Park Road, Madras 600 006, India.

"I'll make my airplane fly  
High, high up in the sky  
I'll get some Gems, just for fun  
For me, for you, for everyone!"



**Got a moment? Get a Gem!**

*Cadbury's*  
Chocolates

Anything's possible with Cadbury's Gems!

चंदा मामा बूझ के हारे -  
छोटे छोटे, प्यारे प्यारे,  
टंगबिटंगे कैसी ताटे?  
ताटे नहीं, ये जेम्स हैं ताटे.



Cadbury's **GEMS**

Cadbury's  
**GEMS**

जो चाहे खेले, जो चाहे खावे.





**a pleasure to share . . .**

Yes, it is a way of sharing a pleasure. Whenever friends get together, Mohan's delicious Gold Coin Real Apple Juice is welcomed and enjoyed as a sign of good will. Enjoy it - and serve it with pride.



**Gold Coin**  
Real APPLE JUICE

*Cherchez le plaisir, vous le trouverez avec Gold Coin.*

**DYER MEAKIN BREWERIES LTD., ESTD. 1855**

Mohan Nagar, (Gharibnagar) U. P.

Export Agency: Latham & Co., Ltd., 100, Colaba Station Road, Bombay



Bottling & Sale Rights



**'It's the bestest drink!'**



**Layers of happiness**

**RAINBOW TREAT**

Pour prepared lime jelly into individual long glasses till half full. Let it set in the fridge. Then add a little thick custard in each glass. Empty 2 bottles Gold Spot in ice-trays and let it harden in fridge. When set, remove and crush into bits. Just before serving top each glass with the crushed Gold Spot ice. Looks too good to eat!

**KEEP GOLD SPOT STOCKED AT HOME.  
UNEXPECTED GUESTS DROP IN ANYTIME!**



**Gold Spot. The taste goes to your smile.**



Children love it  
The young adore it  
The old like it



THE WONDER  
CHUPACHUP LOLLIPOP  
FOR ALL AGES



Breco

**HARNIK**

FOOD INDUSTRIES, PUNE.

Insist on Harniks  
CHUPACHUP Lollipop



# I.O.B. introduces

## **TV** Drive-in Bank

— the first ever in India



**Drive up... deposit,  
or withdraw cash...  
drive out in seconds**

*— thanks to television  
and I.O.B.*

This new drive service in banking facility is the only one of its kind in India and is now offered to customers at I.O.B.'s Cathedral Branch, Mount Road, Madras 2.



### **THE INDIAN OVERSEAS BANK LIMITED**

Central Office: Madras 2

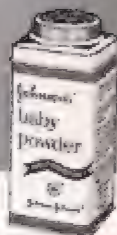
Over 100 branches at important places in India and Overseas

M. G. Muthiah  
Chairman

K. M. Natarajan  
General Manager







*My doctor says  
ordinary powders  
won't do.*

We babies  
need  
**Johnson's**<sup>®</sup>  
baby powder

A BABY'S skin is very sensitive to perspiration acidity and wet nappies. Mothers, ordinary powders will not do. Your baby needs a special powder—JOHNSON'S baby powder.

Superfine JOHNSON'S baby powder absorbs moisture *without clogging baby's skin pores*. It is formulated to prevent nappy rash and other irritations.

Soothing JOHNSON'S baby powder used after bath and at nappy changes will keep baby dry and protected.

**Johnson & Johnson** 25 Farjest Street, Dartford, Kent  
ESTD 1858 MADE IN ENGLAND

# KEEP YOUR HAIR GLOSSIER, BLACKER

—with cooling white

# BRYLCREEM

\* Brylcreem's pure creamed oils show off your hair's natural blackness with a smart, handsome gloss. Every day, massage your scalp with pure white Brylcreem. It fights dandruff, keeps your hair clean and healthy.

\* A little Brylcreem goes a long way! Prove it for yourself — get your jar of Brylcreem today, and see how long it lasts.

## BRYLCREEM

*for successful men*

*Kishore Kumar — famed for his 'rummy' morning toots — uses Brylcreem for glossier, blacker hair.*



INDIAN LAKSHMIPRIES (INDIA) PRIVATE LTD

# Kissan Jam's Law of appetite



All your favourite fruits come together in Kissan Mixed Fruit Jam to make one great flavour. Think of different ways to eat it in. Spread it on a crunchy cracker. Roll it up in a chappati. Drink it stirred in milk. Kissan's fruity goodness makes almost everything more delicious.

## THE KISSAN RANGE

Mixed fruit, pineapple, strawberry, raspberry, mango, apple, apricot, Goldenmat orange, marmalade & guava jelly.

A little sweetness goes a long way



Starry Strawberry met  
 Merrymaking Mango met  
 Aristoapricot met



Bunch of grapes met  
 Porcupineapple met



Apple-of-his-eye and  
 they all lived happily  
 ever after in  
 jams. Kissan



*The Kissan Range*  
 Mixed fruit, strawberry,  
 strawberry, raspberry, mango,  
 apricot, pineapple, guava,  
 orange, custard and pure  
 jelly

**Kissan**



Tonight  
don't put the  
lights off

*You can't see the  
colours of passion  
in the dark*



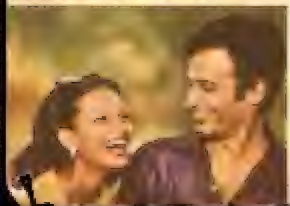
KONINGS  
**nesto**

Available in Red, Green, Blue, Violet & Black

A **Life** Product

*Colour  
Condoms*





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काशी हिन्दू विश्वविद्यालय

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ଉତ୍କଳ



 DEPARTMENT OF HEALTH AND HUMAN SERVICES  
 Public Health Service





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WINTER 2004



*For Lovers of  
Extra Special*

Only the best

...and well-deserved for sure. ☐ Touch of class about Lalimli.  
☐ Tops in pure wool: mixtures just as good. ☐ Expensive  
but excellent. Quiet shades. ☐ Elegant designs. ☐ Handsome,  
really handsome.

PURE WOOL SUITINGS \*  
"TERENE"/WOOL SUITINGS  
\* BLENDED FABRICS \* RUGS  
AND BLANKETS \* KNITTING  
YARNS — "TWINKLEBIT"  
"COUNTLESS", "BIXAMVL" \*  
READYMADE KNTWEAR

*Lalimli*



THE BRITISH INDIAN CORPORATION LIMITED  
LAWSON'S WOOLLEN MILLS BRANCH, KANPUR, U.P.

A battle of wits ... And barrels of fun!  
That's the promise of Leo.



**Now! All new!  
All exciting!  
Super-duper fun games from Leo.**

Games. And games. And  
more games. Games.  
Leo's "Square It" Word  
for Word... Word Wizard  
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An illustrated, All action-  
packed To keep you entertained  
and enthralled for hours. To  
provide you with loads of  
excitement. Games that stimulate  
your wits. Games that increase  
your vocabulary. Games of skill  
and thought. Of quick action  
and quicker thinking. To play with

the family. With friends. Or even  
alone. Games that give you a  
great time!

Come see the Leo range of  
games. Enter the exciting world  
of Leo — you'll never want to  
leave it!

Brought to you by  
**Blow Plast Ltd.**  
Aging's & Plastic Products Div.  
1001 1st Avenue West  
Birmingham B15 2DT



**Toys that care  
Because you care**

# "OKAY TROOPS, OPEN FIRE!"

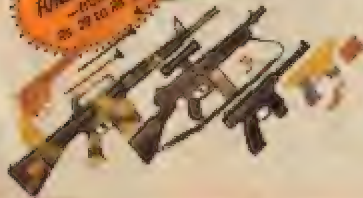
**U**nlike us, you give the order to attack. We aimed our guns and started firing. I had brought my Auto Rifle and Cowboy Scope and Steve had a flying saucer gun and Funshooter.

Bang, bang, whizz-z-z-z bang. The enemy armed with dual-eye guns, Mopar pistols and Rat-A-Tats was coming closer.

But Ramph saved the day with his fast firing Jungle Commando. The enemy fled and we won the fight. You can join our Leo gang too. If you don't have a Leo Funshooter get one.

There's a whole lot of them and they are very good. That's what my Daddy says.

**LEO  
FUNSHOOTERS**  
—troops—  
ages 3 to 10 \$6.99



JOIN OR  
LET'S DUN!

**LEO  
TOYS**



©1984 LEO TOYS





Years of living next door  
 to each other  
 Good friends. That's what we were.  
 Until...  
 Forget dropped. I proposed.  
 As I watched nervously  
 She high stepped and clapped.  
 I said I was taking through the  
 Best, blue skies!



**FORCE 10™**

*It's like walking on air!*

**LIQUITY**

For Trade Enquiries Contact: Post Box No. 102, Knap Hill, Dorset. Phone: 0154-439473/4/5. Telex: 266201 LIQUITY.

**Let him feel  
the warmth of  
your protection...**



**Always!**

Your child, your hope, is at his best in a loving, secure, worry-free environment. And like every fond parent, you strive ceaselessly to ensure an enduring, secure atmosphere full of the warmth of your loving care.

But what of the future?

Let LIC help you in meeting your child's future needs. Choose from the many attractive schemes to provide for children's education, marriage, or start-in-life :-

- Children's Anticipated Policy,
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- Children's Deferred Assurance Policy,
- Endowment - type Policies on the life of parent/child.

For further details, contact your LIC Agent or the nearest Branch Office.

**Plan Today to Ensure  
A Bright Future for Your Child.**



**Life Insurance  
Corporation of India**

# QUALITY TEAS FOR THE QUALITY CONSCIOUS



## YELLOW LABEL TEA

A blend of finest  
Assam and other fine  
teas selected for  
strength and flavour.

**GREEN  
LABEL TEA**  
Finest  
Darjeeling  
Tea.



# Come alive with freshness



Totally different LIRIL. Rejoiced again with the exciting freshness of limes. Tange, bringing LIRIL makes a fresh new version of you.

**Liril**  
THE FRESHNESS SOAP

with the exciting freshness of limes

A Quality Product by PRODUCED BY TANGE

© PATENTED IN 1981

Shanghai, March 1981

*'I care  
for my  
complexion  
with  
**LUX**  
says NANDA*

**Y**our complexion is  
as important as NANDA's  
...it deserves the same care

**LUX TOILET SOAP—  
the pure mild beauty soap  
of the film stars**





घर घर में और घर है  
हर दिल में और घर है

# ਗਾਥਾ

नाम है,  
जी बहलाना  
काम है

આવું જણાય છે એક પગલું. આવી જ આ  
ગાંધી ભાવના એ પગલું. પગલું ધીરેથી એ ભાવ  
આવી પહોંચે છે એ એક પગલું એક પગલું.  
આવું જ એ ભાવ એ ભાવના એક પગલું એ  
આવું જ એ ભાવ એ ભાવના એક પગલું એ



एक भूत को दिसाने वाली दिव्य पशुपति की मूर्ति



# MAFATLAL GROUP SUITINGS

Also in Cotton, 'Tetene', Fertilized and Mafinised quality



NEW SHORROCK (SHORROCK) Ahmedabad · NEW SHORROCK Nadiad · STANDARD Bombay · STANDARD (NEW CHINA) Bombay · STANDARD, Dewas · SASSOON, Bombay · SASSOON (NEW UNION) Bombay · SURAT COTTON, Surat · MAFATLAL FINE, Navsari



Admit it.  
You've always  
been crazy about  
topless models.



CHRYSLER

GROUP

THE JEEP OF THE FUTURE

# The Maltova Gang takes to the hills.

What a way to start the holidays! The whole gang decided to go hiking in Kamada Park, near Bombay. "Come and Maltova were in charge of the picnic. Little sandwiches, apples, biscuits. And a very comforting bowl of Maltova at the end."

## Minnie gets lost...

The gang set off with their picnic, enjoying Kamada Park's beautiful views for breakfast. After a short run in Maltova, they were up to the top. Little Maltova was surprised when they got lost! How did it happen? Everyone was worried. It seemed as if the sun had gone behind the clouds when walking. Then he was that lovely little Maltova. Leading a distressed Maltova home to the forest. She had been looking for a search of all flowers and had found her way back. Maltova told her to do something else. She said, we were lost.

was being with us again," said Maltova. "Then she's home her lesson," said Maltova and Maltova. "Let's go home."

## It was a beautiful, beautiful day

The gang enjoyed their picnic at the top. After a short game of cards and Maltova was a great go home. But first things first. And Maltova was a great Maltova. "I was a great Maltova," said Maltova. "I was a great Maltova." And Maltova was a great Maltova. And Maltova was a great Maltova. And Maltova was a great Maltova.

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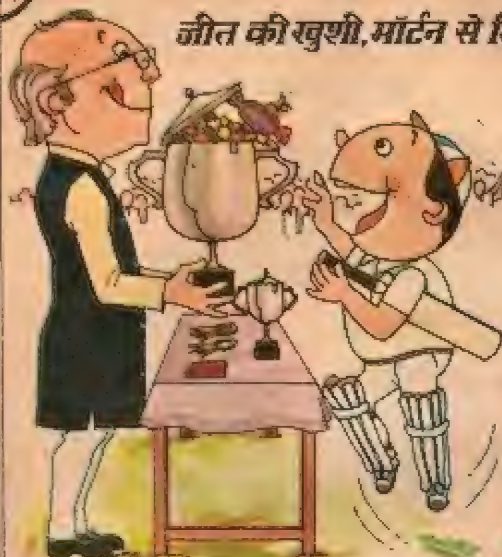
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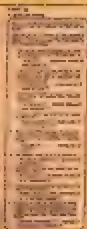


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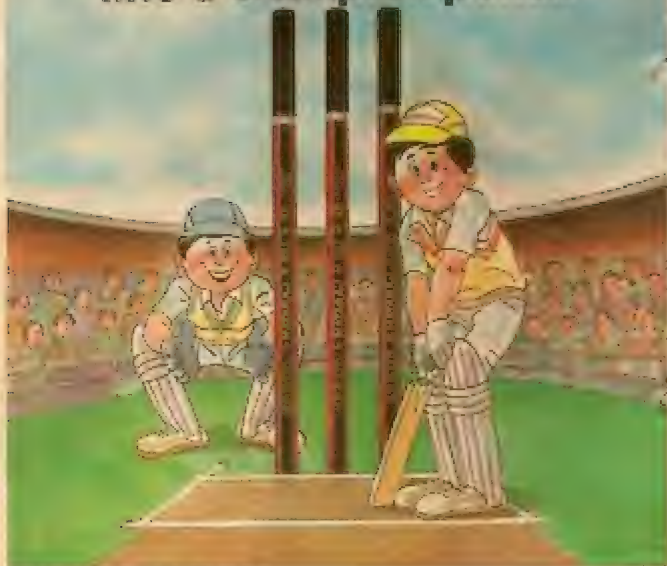
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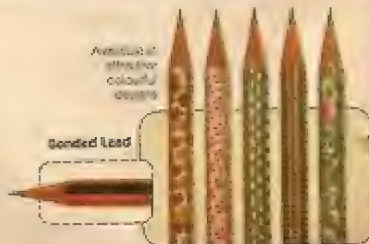
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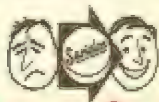


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Cathay Pacific is at home in virtually every place worth seeing in Asia.

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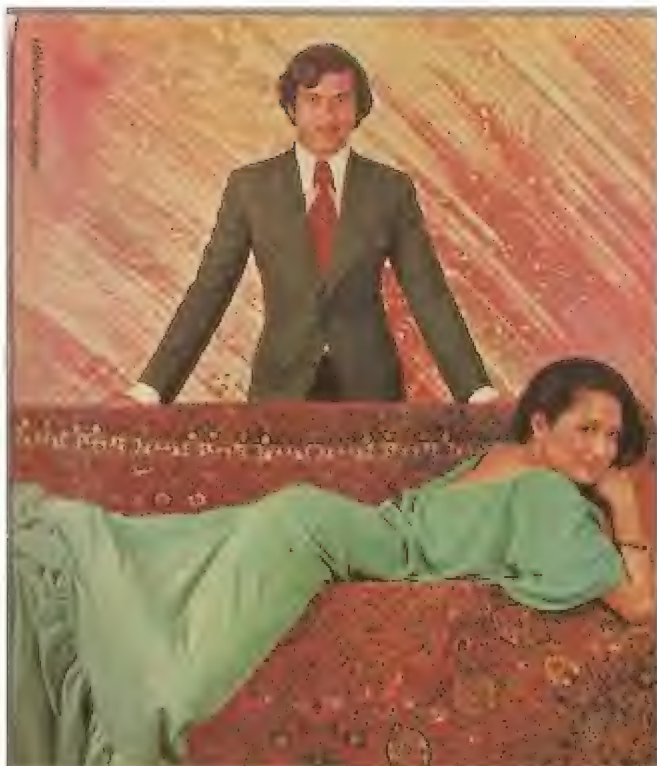
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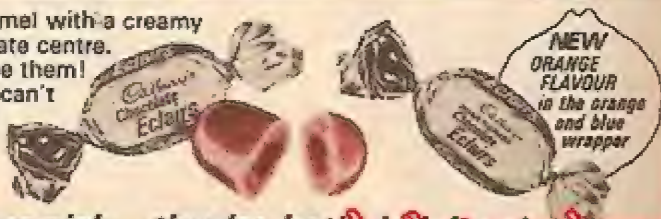
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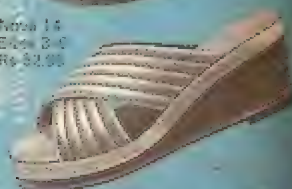
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"Nada, nara and Gandharvas  
have we beheld  
But never none singing them like thee!"

On hearing this, Damayanti beseeched the swan to carry her message of eternal love back to Nala.

सबकुछ तु श्रुति सुनयनी विज्ञाये ।  
मवासीय न हि मनुष्यैर् कश्चिद् ॥  
कस्यचिदात्मकः कस्यचिद्विषयः विज्ञाये ।  
दुःखस्य विनाशकं नरो मनुष्यो न ॥

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Stayed in a cosy snow-topped  
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And helped the kids build  
a fat snowman!"**

**Your kind  
of holiday.  
On your  
kind of  
budget.**

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Srinagar in winter is great fun too. Shop in snow-covered bazaars. Or watch the snow fall from the warm comfort of your houseboat.

#### **Upwards, forever upwards.**

Patalgum is mountain with snow-capped peaks, fir and pine forests... and lots of the staff snowmen are made of.



#### **Bring your family and budget along.**

The best part about Kashmir is that you can spend 30 or 300 rupees a day. Without missing out on anything. Accommodation is good and plentiful. In fact, a Kashmir holiday is available to you on the kind of budget you have.



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And behind them all is HMT. With tractors that help grow more cotton. And with machine tools that make the machines that textile mills and fibre manufacturers use.

Yet machine tools and tractors are not all that HMT makes. We also make wheel washers, dent printing presses, and (from this year on) electric bulbs.

But then, making what people need is the basis of our whole philosophy at HMT.

We take pride in this.

And our pride is reflected in the quality of our products. And in the standards we have always maintained. We shall continue to maintain these standards—in every single product that bears the HMT name.

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We're much more today  
than just machine tools.

**देदीहोतकाइलाको**

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ELPAR is introduced by Paragon which first brought to you Nylon and then "Terylene"

ELPAR fabric bring to you: a NEW elegance in looks (1) a NEW durability in use (2) a NEW capacity to look crisp and correct after repeated wearing and washing (3) ELPAR Suitings And Shirtsings for that "man of distinction" look (4) ELPAR Dresses and Dress materials—for all "ladies with the fashion" women (5) Best of all, Paragon alone offers you

A never-before-given MONEY-BACK GUARANTEE (Please ask your dealer) (6) Available at all fine stores Win Pizze. Listen in to PARAGON's "Largest Promotions" next Radio City, Every Sunday morning, 10.30 to 11 a.m. on 20, 37 & 41 metre bands

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THAT'S  
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*—makers of superior sweets*

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MILK SQUARE

PARRYS CONFECTIONERY LIMITED, Malacca

1967-1968

# Fun page

टांकियों का राजा लाया  
मजे के खेल—  
खेलते-खेलते सीखो!

कागज़ से ऐसा हाथी बनाओ जो अपने पैर  
पर खड़ा रहे, देखो यह है कितना आसान.

- 1) इस पैर काग़ज़ के तीन टुकड़े 'A', 'B' और 'C' में काट लें, पर इन तीनों के निचले कोनों में चिपका लें।
- 2) दोनों निचले कोनों को जोड़ें और बीच में जोड़ें।
- 3) 'A' निचले कोनों के निचले हिस्से को 'B' निचले कोनों के निचले हिस्से के निचले हिस्से के साथ जोड़ें।
- 4) अब 'C' निचले कोनों के निचले हिस्से को 'A' निचले कोनों के निचले हिस्से के निचले हिस्से के साथ जोड़ें।



इसके अपने पैर पर खड़ा हो खड़े हो  
सबका मनोरंजक,  
हस-मुस्कान, जोर-शोर  
सब का मनोरंजक है।

हार्डीय़, जय जय, यह ही जय जय  
जय जय जय जय जय जय—  
The King of Sweets  
PO Box No 2240  
Madras 600 001



THE KING OF SWEETS







**"It's spellbinding..."**

**The chewy,  
chocolatey  
wonder eclair.**



Parry's Eclairs are  
"imfassicly" fantastic!  
So chocolatey and chewy  
they'll just linger in your  
mouth. Bite into one and  
you'll be in a wonderworld  
of your own.



**Parry's Eclairs. They're just umm...mmm**

*Ideal Gift for the Festival Season*

*Parry's*

# FESTIVAL CASKET

A delicious assortment of quality sweets and toffees.  
Everybody will love the sweets, treasure the casket.



Made by PARRY'S CONFECTIONERS LIMITED, Madras.



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500 g

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*Good Morning!  
Have you used  
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There's Vitamin B Complex in Phosfomin, there's multiple Glycero-phosphates, too... to keep your family strong, lively, healthy! No more that feeling of tiredness and fatigue with Phosfomin in the home. Phosfomin restores vigour, revives appetite, builds up stamina, strengthens body's resistance. The whole family enjoys good health with Phosfomin—the green fruit-flavoured vitamin tonic.



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Dreamflower Face Powder



**for that exciting  
dreamflower  
cover-girl  
complexion**

Pond's Dreamflower Face Powder  
smoothes up so evenly, covers  
more tiny blemishes, and just  
doesn't stick. Bonus: exciting  
shades to choose from to flatter  
your complexion.

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Aerobics are for ageing actresses.

Lettuce is for rabbits.

Swimming's fun only in the sun.

And health clubs don't work magic.

So you sweat and strain. Ache and pain.

Schwarzenegger wasn't built in a day.

Goodbye second helpings and triple burgers.

Now those biceps are here to stay.

All you need is a fire within.

And the power to have a dream.





**You don't have to feel it  
to know it's pure new wool**

**SHEN-WOOL**



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Feeling the material is one of the ways of testing pure new wool. Calls for a sure touch. Now the Woolmark takes care of all that. Now you don't have to feel it for yourself...it's all been done for you! For prestige, there's nothing to compare with fabrics made from pure new wool—stamped Woolmark—the international symbol of pure new wool.

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## अब अक्टूबर क्रांति के डाक टिकटों का खज़ाना—चाहें गें आप, जिसे पूरा मंगाना !

आज आप डाकघरों में मिल सकेंगे ऐसी नए डाक टिकटों का पूरा खज़ाना। इनमें से आप अपने मनपसंद डाक टिकटों को चुन सकते हैं। इन डाक टिकटों का मूल्य बहुत कम है, लेकिन इनके माध्यम से आप अपने मनपसंद डाक टिकटों को खरीद सकते हैं।

मूल्य (मूल्य 100 रु. के 100 गुणा)	आवकत (रु. में)	मूल्य (रु. में)	मूल्य (रु. में)	मूल्य (रु. में)
50 पैसे	1.00 रु.	10.00 रु.	10.00 रु.	(रु. 10.00 के 100 गुणा)
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Snack a Krackjack  
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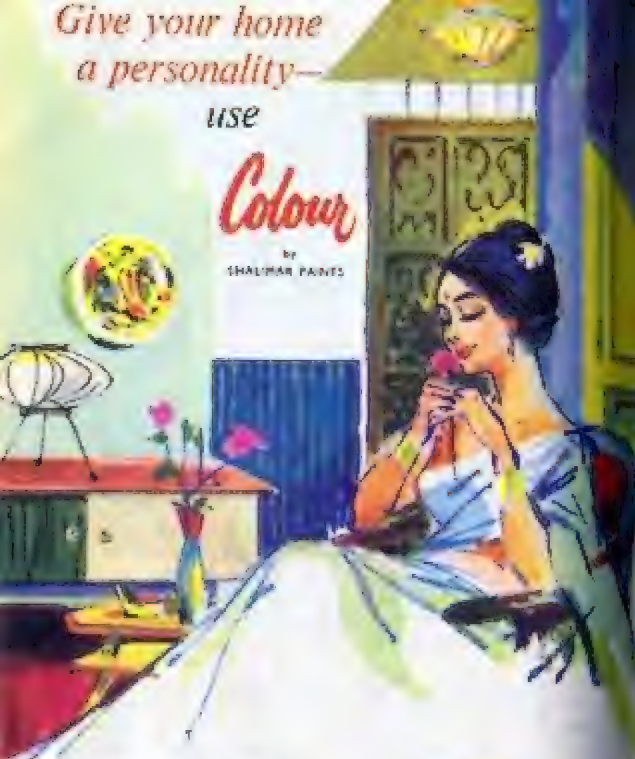
The sweet and salty Krackjack  
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Children are a nation's investment. The future of a nation depends on how well they are cared for, brought up, educated.

We welcome the trust that enlightened parents have placed on us. In this Year of the Child our Minor's Savings Accounts have increased. A clear indication that more and more parents are entrusting us with their 'wealth'.

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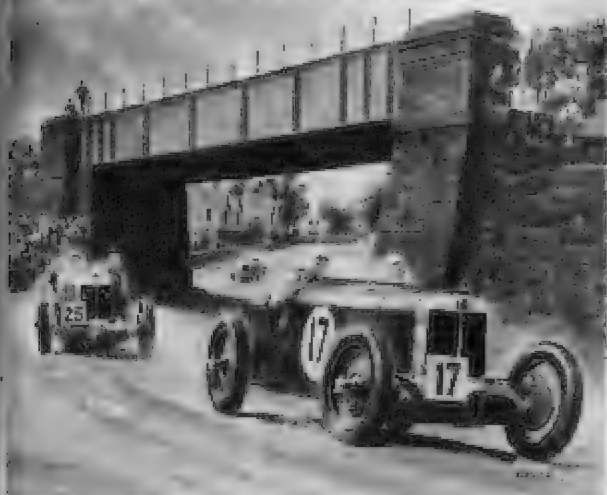
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**THE BANK WITH SERVICE PLUS**

*Great moments in auto racing: Tourist Trophy Race, Northern Ireland, 1933*



## THE DAY OF THE MG

The final laps of the 1933 Tourist Trophy race narrowed down to an MG battle between Hamilton's 14 Melgar MG and Nuvolari's K3 Magnette MG. Nuvolari began cutting into Hamilton's lead, pressing his advantage when Hamilton lost valuable time from a bungled pit stop. Charging back onto the track, Hamilton recovered his lead on handicap, both drivers breaking records with each lap. With two laps remaining and a 34-second lead, Hamilton was forced to stop for fuel. On the final lap, Nuvolari, scorned fuel, pulled past Hamilton. As his motor spluttered,

Nuvolari threw up his hands. No gas! Instantly, his mechanic switched to the tiny reserve tank, and Nuvolari blasted the Magnette on to victory. Emphasizing this dramatic battle was the closeness of their average speeds: Nuvolari won with 78.65 mph; Hamilton came in second at 78.46 mph.

□ Three decades ago, Veedol was recognized as the motor oil capable of meeting severe lubrication requirements. Today, Veedol automotive oils and greases set lubrication standards. Help your engine to meet efficient operation; ask for world-famous Veedol.



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**Your gentle rub with VAPORUB warms and comforts him right away...your child breathes easier, sleeps better all night long**

Your child looks to you for comfort. When he is suffering from a cold simply rub Vicks VapoRub.

Your loving hands massage Vicks VapoRub over chest, throat, back and around the nose. Right before your eyes the stuffiness begins to clear. He can breathe again. That is because soothing vapour medications reach the cold-affected areas in just seven seconds. Now tuck your child cozy in bed. VapoRub will continue to work all through the night while he sleeps soundly. By morning the worst of the cold is gone and he wakes up happy and healthy...the playful one you love so much.



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Three-dimension gives to pictures what stereophonic sound gives to music — depth and vivid realism. View-Master pictures are stereo pictures. They make every scene "come to life", make you feel as if you are there, seeing things as they really are. A spectacular visual thrill only View-Master full-colour stereo pictures can offer.



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# Can a View-Master really help your youngster get better marks?

Quite likely.

Because teachers (and parents, too) know that children do their best in the things that interest them most. And interest is exactly what Sawyer's View-Master pictures create in a child. Full colour, 3-dimension pictures make the subject he's studying in school suddenly become alive... interesting... and "just like real!"



Sawyer's View-Master is an inexpensive, helpful, stimulating and long-lasting gift for your children.

It's just like real!



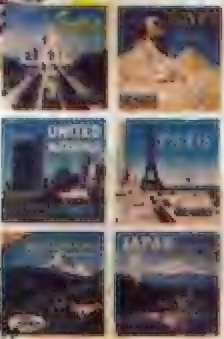
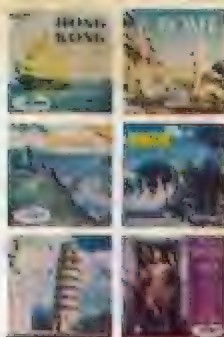
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# Introducing **The Good-Night Cup**



*The most relaxing way to end your day  
...a cup of wholesome hot chocolate*

The Good-Night Cup is a new way to end your day. It's a new way to enjoy the rich, smooth, and delicious taste of Calumet's Good-Night Cup drinking chocolate. It's a new way to relax and unwind after a long day. It's a new way to enjoy the rich, smooth, and delicious taste of Calumet's Good-Night Cup drinking chocolate. It's a new way to relax and unwind after a long day.

*Calumet's* drinking chocolate

Melt a little Amul Butter  
on a hot chapati



Presto! A delicious one-course 'meal'

Amazing what a bit of Amul Butter does to a chapati!  
Turning it into a delicious, nutritious 'meal'. An Amul-buttered chapati is so yummy. You can eat it on its own,  
or serve it with vegetables and meat.  
Amul Butter is made from vitamin-rich fresh pasteurised  
cream. Take a pack home today.

utterly butterly Amul



Amul Butter

• (Left) A Nescafe ad from 1965 promises 100% pure coffee. (Above) Amazing what a pat of Amul butter does to a chapati, says this 1960 ad.



LENS NEWS AGENCY  
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Bangalore 560 001

Some swear it's sweet.  
Others insist it's salty.  
All agree it's tasty,  
tasty, tasty.

Never  
will come  
-tired of  
visitors.

PARLE

Masala Biscuits



**BOMBAY DYEING** SUITINGS



... well groomed,  
of course,

WITH

# Vaseline<sup>®</sup>

HAIR TONIC

On any journey, Vaseline<sup>®</sup>  
Hair Tonic keeps you neat  
and trim. You need only  
a few drops daily.



Vaseline is the registered  
trademark of the  
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Vaseline<sup>®</sup>  
HAIR TONIC

## We Indians.

Why do we have a need to impress all foreigners?

Why do we think fair skin is beautiful? Why do we assume imported is better? Why do we think

local means cheap? Why do we use all the words for suppression? For being told 'no'? Why

do we never get mentioned for having the killer instinct? Why does it take us 16 years to get a medal at the Olympics? Why do we lose one-dayers we could win? Why

is our batting on cloud 9? And on overselection is reality? Why do we

think anywhere 'abroad' is a better place? Why do we feel so poor when others say India has potential? Why do we act as if having potential is an achievement? Why are we so easily contented?

Why do we blame our failures on fate? Why are we down here in the third world, when we all know we could easily be up there? Why don't we believe we could do it?

Why don't we believe in ourselves?

Believe in the best.





Bhaiji, I am referring to the United States!  
For Uttar, Madhya and Andhra, you can take a train!

I FLY **7** TIMES A WEEK TO **NEW YORK**

INDIA-MIDDLE EAST-EUROPE-U.K.-U.S.A.

**AIR-INDIA**

IN ASSOCIATION WITH BOAC AND QANTAS

# Dancing through Helen's heart...

Happy and relaxed after an exciting dance number for her current film, Helen was asked who it was that captivated her heart.

She laughed. 'Oh dear me—just my pets. I love my poodle and all the rest of my dogs.'

'I love travelling. Especially abroad.'

'And I love dressing up. I feel I'm a thousand different people, so want to dress and dance like them.'

Asked what kept her so youthful and lovely, she thought for a moment. Then 'Why I think it's Lux.'



'The pure mildness of Lux  
helps my complexion  
stay lovely.'

*Helen*

# The Hero Honda CD100



the toughest of tensions just to prove a point to the other person.

Like looks, Sunny insists that his red bike is the finest looking bike in town. Bunty feels that his Hero Honda easily commands more attention (especially with the girls in his colony).

But we can't really blame the two. It's so easy to be fiercely proud of your Hero Honda that you'd never let another bike steal the show—even if the other bike is also a Hero Honda CD 100 — What a bike!



## HERO HONDA

Fill it. Shut it. Forget it.



# Take WATERBURY'S COMPOUND

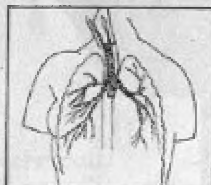
RED LABEL

## and break that COUGH



A persistent cough wears down your resistance, leaves the body weak and exposed to other infections. Waterbury's Compound three-stage action is unique...relieves, re-builds and resists. Creosote and Guaiaccol, its active ingredients bring relief from coughs; the tonic properties stimulate appetite, replace lost energy and build body resistance to prevent chances of relapse.

Take Waterbury's Compound Red Label for year round resistance.



Waterbury's Compound contains Creosote and Guaiaccol which act as respiratory antiseptics and expectorants—keep lungs clear, help to fight coughs, colds, asthmatic and bronchial conditions and prevent re-infection.

## Waterbury's Compound

builds resistance  
to Coughs, Colds, Bronchial  
and Asthmatic conditions

WARNER-HINDUSTAN LIMITED, BOMBAY

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